

CONTRACT



WCCB
1 Television Place
Charlotte, NC 28205
(704)372-1800

And:

Media Strategies
990 Lee Hwy, Suite 210
Fairfax, VA 22030

<u>Contract / Revision</u> 130475 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> Cowell for NC Treasure		<u>Original Date / Revision</u> 08/24/12 / 08/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCCB	<u>Account Executive</u> Chris Gray	<u>Sales Office</u> WCCB National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 1	WCCB	11/05/12	11/06/12	Fox News Rising	530a-8a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	11-----				2	\$250.00			
E 2	WCCB	10/29/12	11/02/12	Fox News Rising	530a-8a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$200.00			
E 3	WCCB	10/29/12	11/02/12	Fox News Rising	530a-8a		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$200.00			
E 4	WCCB	11/05/12	11/06/12	Fox News Rising	530a-8a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	11-----				2	\$250.00			
E 5	WCCB	10/29/12	11/02/12	Fox News Rising 8a-9a	8a-9a		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11--1--				3	\$175.00			
E 6	WCCB	11/05/12	11/06/12	Fox News Rising 8a-9a	8a-9a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	11-----				2	\$200.00			
7	WCCB	10/31/12	10/31/12	M-F 12p-1p	12p-1p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$75.00			
8	WCCB	11/05/12	11/05/12	M-F 12p-1p	12p-1p		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$75.00			
9	WCCB	10/29/12	11/02/12	M-F 3p-4p	3p-4p		:30			NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$95.00			
10	WCCB	11/05/12	11/05/12	M-F 3p-4p	3p-4p		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$95.00			
E 11	WCCB	10/29/12	11/02/12	Anderson	4p-5p		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$250.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.



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<u>Contract / Revision</u> 130475 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Product</u>	<u>Estimate #</u>
<u>Advertiser</u> Cowell for NC Treasure		<u>Original Date / Revision</u> 08/24/12 / 08/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals		
											Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
E 12	WCCB	11/05/12	11/05/12	Anderson	4p-5p		:30			NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	1-----				1	\$300.00				
E 13	WCCB	10/29/12	11/02/12	Ellen	5p-6p		:30			NM	5	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	11111--				5	\$500.00				
E 14	WCCB	11/05/12	11/05/12	Ellen	5p-6p		:30			NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	1-----				1	\$600.00				
E 15	WCCB	11/05/12	11/05/12	How I Met Your Mother	630p-7p		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$250.00				
E 16	WCCB	10/29/12	11/02/12	Big Bang Theory 730pm	730p-8p		:30			NM	4	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-1111--				4	\$1,500.00				
E 17	WCCB	11/05/12	11/05/12	Big Bang Theory 730pm	730p-8p		:30			NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	1-----				1	\$1,500.00				
D 18	WCCB	11/05/12	11/05/12	bones	8p-9p		:30			NM	0	\$0.00	
E 19	WCCB	10/31/12	10/31/12	X Factor	X Factor		:30			NM	1	\$2,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--W----				1	\$2,200.00				
E 20	WCCB	11/01/12	11/01/12	X Factor	X Factor		:30			NM	1	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	---T---				1	\$4,000.00				
E 21	WCCB	10/29/12	11/02/12	Fox News @ 10pm	10p-1035p		:30			NM	5	\$2,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	11111--				5	\$450.00				
E 22	WCCB	11/05/12	11/05/12	Fox News @ 10pm	10p-1035p		:30			NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	1-----				1	\$2,000.00				
E 23	WCCB	10/29/12	11/02/12	Fox News EDGE	1035p-11p		:30			NM	5	\$1,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	11111--				5	\$250.00				
E 24	WCCB	11/05/12	11/05/12	Fox News EDGE	1035p-11p		:30			NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	1-----				1	\$300.00				
25	WCCB	11/03/12	11/04/12	Fox News @ 10pm Sa/Su	10p-1035p		:30			NM	2	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----11				2	\$250.00				
26	WCCB	11/03/12	11/03/12	Fox News Got Game Sat	1035p-11p		:30			NM	1	\$150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S-				1	\$150.00				
27	WCCB	11/04/12	11/04/12	Fox News Got Game Sun	1035p-11p		:30			NM	1	\$150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$150.00				
Totals											59	\$29,045.00	

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<u>Contract / Revision</u>	<u>Alt Order #</u>
130475 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/29/12 - 11/06/12		

<u>Advertiser</u>	<u>Original Date / Revision</u>
Cowell for NC Treasure	08/24/12 / 08/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<hr/>												
<u>Time Period</u>		<u># of Spots</u>		<u>Gross Amount</u>		<u>Net Amount</u>						
10/29/12 - 11/06/12		59		\$29,045.00		\$24,688.25						
Totals		59		\$29,045.00		\$24,688.25						

Signature: _____ **Date:** _____

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